DOCUMENT RESUME

ED 264 551 CS 209 116

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TITLE Roper Revisited: News Media Preferences from a Statewide Poll.
PUB DATE Aug 85
NOTE 21p.; Paper presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication (68th, Memphis, TN, August 3-6, 1985).
PUB TYPE Reports - Research/Technical (143) -- Speeches/Conference Papers (150)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS Content Analysis; Demography; Journalism; Local Issues; *Media Research; *News Media; *Newspapers; Politics; *Public Opinion; State Surveys; *Television Viewing
IDENTIFIERS Indiana; *Media Use; *News Sources

ABSTRACT

A secondary analysis of data from two Indiana Polls, the first carried out in January 1983 and the second in November and December 1983, was conducted to compare respondents' reports of their viewing of network television news and local television news, and their reading of local newspapers. The intent was to use respondents' preferred source for state news as opposed to national news sources used by the Roper polling organization in their surveys of media preferences. Since the literature indicated that responses favored television as the preferred news source for national news, it was questioned whether state news would be perceived as being like local news in which previous responses favored newspapers. A second intent was to determine whether any change favoring television would be more likely to appear in communities where television stations were located. Results revealed that Indiana respondents overwhelmingly preferred television, when compared with newspapers and radio, as a source of state news and politics. The hypothesis proposing distance from a television station as a predictor of news media preference was not supported. (HOD)

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RADIO-TV DIVISION

ROPER REVISITED: NEWS MEDIA PREFERENCES FROM A STATEWIDE POLL

by

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Paper presented to the Radio-TV Journalism Division, AEJMC
Annual Conference, Memphis, Tennessee, August 1985

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INTRODUCTION

For the last 25 years the Roper polling organization has asked its respondents where they get most of their news about what's going on in the world today. The question the Roper poll asks has been criticized as being too vague for a valid and reliable response.

Studies which criticize the Roper question have generally used either national sample data and considered national/international news, or they have used data from local communities and considered local news preferences. The present study attempts to fill in the gap between these two extremes with the use of a statewide data set where respondents answered a question focussing on their preferred source for state news. Correlates of these state-based news source preferences are expected to help further clarify just what the Roper question might mean to its respondents.

This study also compares respondents' reports of their viewing of network TV news and local TV news, and their reading of local newspapers. A geographic predictor of news media preferences is proposed and tested.

REVIEW OF LITERATURE

Each year since 1959, The Roper Organization has asked its poll respondents to indicate from which medium they got most of their news.[1] Television has been cited as the preferred news source since

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[1]Roper Organization, Trends in Attitudes Toward Television and Other Media: A Twenty-Four Year Review. (New York: Television Information Office, 1983). The question is: "First, I'd like to ask you where you usually get most of your news about what's going on in the world today--from the newspapers or radio or

1963. Before then newspapers were nominated as the leading source.

The most recent data reported in the Roper series, that for 1984, show television leading newspapers by 64 percent to 40 percent.[2] This is a lead of 24 percent, the highest margin ever recorded in the poll. A less impressive lead, but still a lead for television, was reported by the Gallup Organization in a poll for Newsweek in October, 1984.[3] Here television lead newspapers by 62 percent to 56 percent, with radio in third place with 13 percent. These two reports suggest some consistency in respondent perceptions of news source preference.

Stevenson and White have made four criticisms of the Roper question:[4]

1. The question is asked improperly. It calls for a single response yet multiple answers are accepted. Does that imply to respondents that they need not distinguish between different media when answering the question?

2. The question is inappropriate. Media, it is argued, are more complementary than competitive.

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television or magazines or talking to people or where?" (p. 5). The poll is a multistaged, stratified, area probability sample of 2,000 respondents representing a nationwide non-institutionalized population 18 years and older living in the continental United States. The data was gathered through face-to-face interviews. (p. 24).

[2]"Public Gives TV News High Rating," Broadcasting, May 13, 1985 (p. 58).

[3]"A Newsweek Poll: Low Marks for the Media?" Newsweek October 22, 1984, p. 68. The question read: "Where Do You Get Most of Your News About Current Events?" The question was asked in telephone interviews of 750 adults. The geographic spread of the sample was not identified.

[4]Robert L. Stevenson and Kathryn P. White, "The Cumulative Audience of Network Television News," Journalism Quarterly 57 (Autumn 1980): 477-481.

3. The question cannot be answered accurately. Media exposure is too much a part of the web of our daily lives to be accurately assessed by respondent self-reporting.[5]

4. The question is ambiguous. What does "get most of" mean? Is it spend most time with, see most often, saw last, believe to be most influential, most credible or most rewarding?[6]

Following these four criticisms, a fifth might be added. The question wording, "...in the world today," could be perceived by respondents as focussing on national and international news to the exclusion of local, and possibly state, news. Further, the "today" in the question might exploit some sort of recency effect when, in fact, a cumulative perception is all a respondent can offer. Both these aspects may favor television, with its apparent image of immediacy, and with its high-profile national and international bureaus and correspondents.

Stevenson and White were particularly concerned with the problem of cumulation. They argued that the viewing of television news may more often be accidental than purposive. If this is so, then respondents may not be able to accurately specify the extent of their TV news viewing. Respondent replies may tend, then, to be answers reflecting longer-term perceptions of the general consumption of a medium beyond just the consumption of news. Perhaps in the longer term, respondent perceptions of the consumption of one medium may even be a composite of several media.

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[5]Note, too, the finding by Neuman that the television news audience is made up primarily of casual viewers. W. Russell Neuman, "Patterns of Recall Among Television News Viewers," Public Opinion Quarterly 40 (1976): 115-123.

[6]Peter Clarke and Lee Ruggels, "Preferences Among News Media for Coverage of Public Affairs," Journalism Quarterly 47 (1979): 464-471.

Adams has argued that the problem with the Roper data lies in the focus of the question.[7] The responses change, Adams suggests, when the focus of the question changes. When he asked respondents in three southern California communities where they got most of their information about local events, affairs and activities, the dominant response was newspapers. Adams concluded that the Roper question had a "cosmopolitan" flavor to it that may well be satisfied best by television. But when the question forced respondents to reflect on local affairs coverage, Adams reported they turned to local newspapers.

Grotta, Larkin and DePlois found that readers of small newspapers use them for local news and turn to television for national and international news.[8] Lemert asked the Roper question as it applied to an Oregon city and found newspapers favored when the emphasis was on local news.[9]

The literature reviewed so far has considered responses to the Roper question from national samples and from samples drawn from local communities. For national news the responses have favored television as the preferred news source. For local news the responses have favored newspapers. But what of state news? Is state news perceived as being like local news, or is it something different in respondent perceptions? Will the correlates of state news differ from

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[7]R.C. Adams, "Newspapers and Television as News Information Media," Journalism Quarterly 58 (Winter 1981): 627-629.

[8]Gerald L. Grotta, Ernest F. Larkin, and Barbara DePlois, "How Readers Perceive and Use a Small Daily Newspaper," Journalism Quarterly 52 (1975): 711-715.

[9]James B. Lemert, "News Media Competition Under Conditions Favorable to Newspapers," Journalism Quarterly 47 (Summer 1970): 272-280.

those for national and local news source preferences? And how will they differ?

Stempel, in a 1970 poll, asked respondents in three Ohio communities to indicate from which medium they got their local, state, and national and international news.[10] While confirming that newspapers were preferred for local news, he obtained what he called a "mixed" response for state news. He found a favoring of television news as a source of national and international news. Stempel did not investigate the nature of this "mixed" response between newspapers and television. His data suggest that state news occupied a mid-range preference position between local news and national/international news for newspapers, radio and television.

In the intervening 15 years between the time of Stempel's study and the present, there has been dramatic change in the news media environment. National and local television news coverage has increased and this change has had an effect on the nature of newspaper content.[11] Local television news has been found to be a revenue generator and additional resources have been provided in many stations to exploit this.[12] If television is doing a better job of covering local news following this resource expansion, does it follow that television will have made gains on newspapers' standing as the

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[10]Guido H. Stempel, III, ""Effects on Performance of a Cross-Media Monopoly." Journalism Monographs No. 29, June 1973.

[11]Leo Bogart, "The Public's Use and Perceptions of Newspapers." Public Opinion Quarterly 48 (Winter 1984): 709-719.

[12]Barbara Matusow, The Evening Stars: The Making of the Network News Anchor (New York: Ballantine, 1983), pp. 187-194.

preferred source for local and/or state news?

Further, if television has improved its relative position in the period since the Stempel study, does it necessarily follow that this improvement will show up across all demographic groups, and geographic areas? It is proposed here that any change favoring television will be more likely to appear in communities where television stations are located. It is assumed here that TV stations gather most of their local news in the communities in which they are located and that local news is of most interest to residents of that community. Thus, respondents living in a distant community on the fringe of a TV station's signal, might be expected to be less interested in that station's local news coverage. Respondents who live in these distant counties might then be expected to prefer their local newspapers, which presumedly offer more proximate material.

Two research questions are proposed here:

1. Which news medium is preferred by respondents as their main source of news about state politics and public affairs, and what are the demographic and political correlates of these media preferences and of other media use behaviors reported?

2. Is local TV news more likely to be used, relative to newspapers, in counties where TV stations are located rather than in more distant counties that fringe TV markets but which do not have TV stations based in them?

METHOD

The research questions were tested through a secondary analysis of data from two Indiana Polls, the first carried out in January 1983,

and the second in November-December 1983.[13] Comparison of key demographic variables indicated no significant differences between respondents in the two polls. The year 1983 was an off-election year. No other events could be identified which might have had a significant effect on respondents' reports between the times of the two polls.

FINDINGS

Research Question 1 -- News Media Preferences and Correlates:

Indiana respondents overwhelmingly preferred television (58.2 percent of respondents), as their source of news about state politics, when compared with newspapers (30.1 percent), and radio (7.7 percent) as a source of state news. The preferences are offered in Table 1.

Table 1 about here

Television's margin over newspapers in Table 1 is 28.1 percent for state news. Recall that Roper's more general news question obtained a 24 percent lead in 1984. Stempel's lead for television as a

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[13]The Indiana Poll is a computer assisted, telephone interviewing (CATI) public opinion poll, carried out two or three times a year with approximately 800 respondents from across the state of Indiana. The polling agency is the Center for Survey Research that operates from the Bloomington campus of Indiana University. The Indiana Poll samples are obtained through a modified random-digit dialing of residential telephone exchange clusters. The sampling error associated with this procedure is plus or minus four percent. In other words, one can be 95 percent confident that the survey results are within plus or minus four percentage points of results that could have been obtained from interviewing all telephone households in the state.

source of state news in 1970 was just three percent. Roper's question obtained a lead for television of 12 percent in 1971.

Table 2 offers a series of cross-tabulations of news media preferences for local TV news and local newspapers with various demographic and political measures.

Table 2 about here

The data in Table 2 indicate a consistent pattern favoring local television news over local newspapers. Demographic variables which have previously been reported as predictors of newspaper usage rather than television usage were found in this case of media preference measures to favor television. For example, higher education and higher income have in the past been considered to be predictors of newspaper use.[14] But in the present study each education and income category favored local TV news. Note though, in Table 2, that the margin favoring local TV news over newspapers decreases as the level of education and income rises.

The political correlates follow a similar pattern in favoring television over newspapers. This is in contrast to previously reported findings, though the earlier findings were based on news media consumption rather than the news media preference responses reported in the present study. Weaver and Buddenbaum, for example, reported that "newspaper use tends to be more strongly associated with voting

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[14]David H. Weaver and Judith M. Buddenbaum, "Newspapers and Television: A Review of Research on Uses and Effects," ANPA News Research Report April 20 1979, No. 19, p. 2.

turnout and various other kinds of political activity than does television use, even when only television public affairs viewing is measured."[15] Respondents in the present study who reported voting in the previous elections were more likely to nominate TV as their preferred state news source than they were to nominate newspapers.

Table 3 presents data describing the weekly consumption of network and local television news and local newspapers.

Table 3 about here

For network news, slightly more than one in four (26.1%) respondents reported viewing network news every day, 60.6% reported viewing four or more days a week, and 39.4% reported viewing three days a week or less. Stevenson and White, in contrast, have previously reported that only one in four reported viewing network news four or more days a week.[16] In the present study more than one in two reported viewing four or more days a week.

By constructing a "typical" network news viewing day it is possible to build, from Table 3, a basis for comparison between network TV news, local TV news and newspapers. All respondents who reported viewing network news seven days a week were included, six-sevenths of the respondents who reported viewing six days a week were included, five-sevenths of those who reported five days a week, etc. From this summary statistic it is concluded that nearly 60% of

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[15]Ibid. p. 7.

[16]Stevenson and White, p. 479.

repondents in Indiana view network news on a "typical" day in the week.

Stevenson and White, using a similar computation approach, estimated that less than one adult in five (18%) watched network news on the authors' "average" day.[17]

Nearly one in three respondents (28.9%), reported viewing local TV news every day, and 64.8% reported viewing local TV news four or more days a week. Constructing a "typical" viewing day for local TV news (as for the TV network news model above), showed that 61.7% of respondents view local TV news on a "typical" day. This is slightly higher than that found for TV network news viewing (60%).

Nearly one in two (43.5%) respondents reported reading a local newspaper every day, and 66.4% reported reading a local newspaper four or more days a week. This is slightly more than those who reported viewing local TV news, and five percent more than for TV network news. Again, constructing a "typical" newspaper reading day (as for the TV network and local TV models), 67.4% reported reading a local newspaper on that "day." This is five percent more than for local TV news and eight percent more than reported viewing network news.

Table 4 presents various correlates of viewing and readership.

Table 4 about here

In contrast to the correlates for media preference reported

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[17]Ibid. p. 480.

in Table 2, the data in Table 4 offering correlates of consumption seem to fit more with the findings reported from earlier studies--with some exceptions. For example, females here are more likely to be heavy consumers of all media than were males. The differences between genders were significant for network TV news and for local TV news, but not for newspapers. On the other hand, income and education were more likely to be associated with decreasing TV news consumption and increasing newspaper consumption. Blacks tended to be heavier TV news viewers than whites, while whites were heavier newspaper readers than blacks. Note, though, that there were only 42 and 41 blacks in the samples used here. None of the differences were significant. Previously reported evidence that media differences were more closely associated with socioeconomic status than with race itself were found to hold in the present study.[18]

For political party identification, however, the tendency was for respondents to be heavy consumers of TV network news, local TV news and newspapers. Note, though, that only one medium, TV network news, showed any significant differences between parties. Newspapers tended to be the most heavily consumed medium. About 61% of Democrats reported viewing local TV news and reading local newspapers from five to seven days a week. Four percent fewer reported being heavy consumers of network TV news. There was a much clearer distinction drawn between TV and newspapers in the cases of those identifying themselves as Republicans and Independents. Here about half the

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[18]Amiel T. Sharon, "Racial Differences in Newspaper Readership," Public Opinion Quarterly 37 (1973-74): 611-617.

respondents identified themselves as heavy (5-7 days a week) viewers of TV network and local news, whereas 60% of Independents and 66% of Republicans reported being heavy consumers of local newspapers. Independents and Republicans tended to be heavier consumers of newspapers than did Democrats. Democrats seemed to favor TV news and newspapers about equally.

There was no significant difference among viewers of local TV news in voting behavior in the last election. The table does, however, suggest that non-viewers tended not to vote and that those who did vote were more likely to be heavy viewers (viewed 5-7 days week) of local TV news.

Evaluations of government indicated one significant difference--in the evaluation of city government. Light viewers of local TV news (1-4 days a week) were seven percent more likely to give city government a favorable evaluation, whereas heavy viewers were nearly 13 percent more likely to give city government an unfavorable evaluation. Evaluations of county government and of the state legislature showed no significant differences between favorable and unfavorable evaluations. Both did show, however, a general tendency for light viewers to evaluate the two institutions equally favorably or unfavorably, whereas heavy viewers were more inclined to evaluate the two institutions favorably. There is a hint here, perhaps, of Gerbner et al's "mainstreaming" effect.[19]

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[19]George Gerbner, Larry Gross, Michael Morgan, and Nancy Signorielli, "Political Correlates of Television Viewing," Public Opinion Quarterly 48 (Spring 1984): 283-300. Note thought that Gerbner et al's argument applies to television viewing generally rather than just to the viewing of television news.

Research Question 2 -- A Geographic Predictor of News Media Consumption:

The second research question proposed that the nearer a respondent lived to a TV station the more likely it would be for that respondent to favor TV news over newspapers. The argument supporting this was that if TV news is improving then respondent recognition of this is more likely to be demonstrated at the center of the TV station's market than at its fringe.

The model was operationalized by constructing a series of tiers of Indiana counties surrounding each of the TV markets in the state. Thus, the county where the TV station is located was identified as the first tier. All counties surrounding the first tier county, where each shared at least fifty percent of a common boundary with the first tier county, were identified as second tier counties. Counties which surrounded the market and shared at least fifty percent of a common boundary with the second tier counties, were identified as Third Tier Counties. A progression was thereby set up so that a county's distance from a TV station could be identified. Table 5 shows a cross-tabulation of TV and newspaper consumption with the three tiers of counties in the TV markets.

Table 5 about here

The model is not supported. There was, however, a tendency

for light TV news viewers and newspaper readers (1-4 days per week), to behave in the manner predicted. Heavy TV news viewers and newspaper readers (5-7 days per week), however, tended to behave in the opposite direction from that predicted.

The data tested were for TV network news, rather than for local TV news. The latter was not available at the time of writing. A cross tabulation of community type (rural, small town, suburb, city) with local TV news consumption is offered in Table 5. If it is assumed that a TV station is more likely to be located in a city than in a rural area, then the data tend to support the model. This suggests that a more rigorous test of the data (e.g., dummy variable regression) might produce more meaningful results.

DISCUSSION

Two general conclusions can be drawn from these findings:

1. Television appears to have made significant advances over newspapers in the past decade in terms of news media preference perceptions and in terms of news media consumption. This is not to say that newspapers have been declared obsolete by the poll respondents. Studies done a decade ago suggested that one in five respondents watched network TV news on a "typical" day. The present study suggests that this number should now be one in two, at least for the state of Indiana. Yet slightly <u>better</u> than one in two read newspapers on a "typical" day. Television has advanced relative to newspapers, but newspapers still held a slim six percent and eight percent lead over local and network TV news respectively in the present study.

2. The data reported here should be regarded with some caution. All that is offered here are respondent reports of news media preferences and news media consumption per week. Stevenson and White's arguments noted earlier regarding cumulation in media preference reports seem to be upheld in the present study. The findings regarding news media preferences show more substantial margins in favor of television than do the findings asociated with media consumption data. It would seem that poll questions that ask for respondents' media preferences obtain results which seem inflated when compared with consumption data. This is because perceptions are measured, not actual media use. A third type of question not asked in the present data set, that which asks for media consumption "yesterday,"[20] might make a useful check on the more general estimate of weekly media consumption and the even more general media preference question which Roper uses. But, of course, a "yesterday" consumption question is not responsive to Stevenson and White's cumulation argument.

Early aspirations in this study to address the issue of "state news" as it pertains to the Roper question must be qualified as a consequence of item 2 above. The questions asked in the polls did not clearly delineate perceptions of news about state politics from perceptions of other kinds of news. Given the apparently inflated responses a media preference perception report obtains, it does not seem very useful to continue this line of discussion in isolation from

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[20]See, for example, John P. Robinson, "The Audience for National TV News Programs," Public Opinion Quarterly 35 (1971): 403-405.

data involving perceptions and use of other categories of news.

An attempt to build and test a hypothesis proposing distance from a TV station as a predictor of news media preference was not successful. Before abandoning this approach, a more rigorous model should be proposed and tested. Such a model might incorporate the quality of local newspaper alternatives available to respondents as their place of residence moves further from local TV stations. It may well be that very small, perhaps weekly, newspapers serve quite different functions than do distant TV stations. So, if the question asked involves state news then perhaps it is only the distant TV station which can provide this perceived "state" news. The small, local, newspaper does not attend to "state" news. It is more a purveyor of village gossip. If this is so, then interest in a TV station's news may well <u>increase</u> with distance from the station, as the present data suggest. In effect, the TV station, however distant, is providing an important "connectedness" (to borrow Robinson's concept[21]) service at the TV market level, perhaps at the state level, and even at the national level. Furthermore, respondents perceive this. Individuals who watch most TV news in absolute and proportional terms may well be among the least well-educated members of society (the present study suggests that any gap here has now diminished), but, contrary to Robinson's argument, these people <u>are</u> "connected" in mass media and societal terms, if not in Robinson's social and political terms.

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[21]Michael J. Robinson, "Television and American Politics: 1956-1976," in Morris Janowitz and Paul Hirsch (eds.) <u>Reader in Public Opinion and Mass Communication</u> (New York: The Free Press, 1981) 3rd ed., p. 105.

TABLE 1

Source of State News

"What is your main source of news about state politics and public affairs?"

	Frequency	%
Television	458	58.2
Newspapers	236	30.1
Radio	60	7.7
Magazines	8	1.0
Other	20	2.5
Don't know/refuse	4	.6

TABLE 3

Respondents' Weekly Viewing of Television News and Reading of Local Newspaper

Days per Week	TV Network News		TV Local News		Local Newspaper	
	Freq	Percent	Freq	Percent	Freq	Percent
0	86	10.6	91	11.6	83	10.4
1	58	7.3	50	6.3	73	9.2
2	79	10.0	60	7.6	45	5.7
3	86	10.9	77	9.8	64	8.1
4	73	9.2	77	9.8	36	4.6
5	141	17.8	138	17.5	50	6.4
6	56	7.1	65	8.2	93	11.8
7	206	26.1	228	28.9	344	48.5
	N = 785		N = 784		N = 788	

TABLE 2

Correlates of Respondents' News Media Preferences (as percent)

	Local TV News	Local Newspaper
Gender:		
Male	50.8	45.1
Female	64.6	32.2
	N = 753	
	p < .01*	
Age:		
18 - 30	64.5	32.8
31 - 40	53.4	43.6
46 - 60	56.1	39.8
61+	62.4	32.5
	N = 752	
	p < .01	
Race:		
White	57.8	38.5
Black	68.3	31.7
	N = 744	
	p < .01	
Education:		
Less than HS	73.8	23.6
HS graduate	58.9	38.6
Univ or Vocational	50.5	44.6
	N = 752	
	p < .01	
Income:		
Under $15,000	67.5	29.8
$15,000 to $30,000	51.8	42.9
$30,000+	52.4	45.1
	N = 729	
	p < .01	

*Chi-square significance level

	Local TV News	Local Newspaper
Political Party Identified With:		
Democrat	63.0	34.4
Republican	59.2	37.6
Independent	51.7	43.6
	N = 616	
	p < .01	
Voted in Last Elections?		
Voted	54.7	41.9
Did Not Vote	64.8	29.8
	N = 563	
	p = ns	
Evaluation of City Government:		
Excellent-Good	56.3	39.8
Fair-Poor	59.9	36.4
	N = 434	
	p = ns	
Evaluation of County Government:		
Excellent-Good	57.9	40.4
Fair-Poor	58.4	36.5
	N = 693	
	p = ns	
Evaluation of Legislature:		
Excellent-Good	61.1	36.1
Fair-Poor	56.2	39.7
	N = 684	
	p = ns	

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TABLE 4

Respondents' Rates of Consumption of Network TV News, Local TV News and Local Newspapers (as percent)

	TV Network News			Local TV News			Local Newspaper		
Days per Week	0	1-4	5-7	0	1-4	5-7	0	1-4	5-7
Gender:									
Male	12.3	41.9	45.8	12.9	36.9	49.2	9.4	27.1	63.5
Female	10.1	34.0	55.9	9.8	30.9	59.4	11.6	28.0	60.5
	N = 786			N = 784			N = 789		
	p < .01*			p < .01			p = ns		
Age:									
18 - 30	11.9	58.0	30.0	12.2	53.2	34.5	14.2	41.7	44.1
31 - 40	14.6	42.4	43.0	13.8	36.3	49.9	9.8	31.9	58.3
46 - 60	7.9	25.0	67.1	14.3	20.8	64.9	7.8	17.5	74.7
61+	5.9	13.9	80.2	3.6	8.7	87.6	9.6	10.9	76.9
	N = 782			N = 782			N = 785		
	p < .01			p < .01			p < .01		
Race:									
White	10.8	38.4	50.7	11.9	33.5	54.6	10.9	27.7	62.1
Black	7.1	25.5	66.7	9.8	29.3	61.0	10.2	31.4	58.4
	N = 771 (42 blacks)			N = 772 (41 blacks)			N = 774 (42 blacks)		
	p = ns			p = ns			p = ns		
Education:									
Less than HS	9.4	31.2	59.4	6.4	23.7	69.5	16.5	23.7	59.7
HS graduate	11.3	36.0	52.7	11.0	33.0	56.0	11.3	28.7	60.0
Univ or Voc	11.7	41.6	46.8	15.0	39.1	45.9	7.3	28.0	64.8
	N = 784			N = 781			N = 787		
	p = ns			p < .01			p < .05		
Income:									
Under $15,000	11.3	35.3	53.4	8.6	33.8	57.6	18.0	25.1	57.0
$15,000-$30,000	11.4	38.1	50.5	12.8	31.7	55.5	6.3	34.7	59.0
$30,000+	10.4	41.3	48.3	16.0	39.5	44.5	5.5	19.8	74.7
	N = 741			N = 758			N = 742		
	p = ns			p < .05			p < .01		
Political Party Identified With:									
Democrat	9.6	33.4	57.0	8.0	30.7	61.2	11.5	26.9	61.6
Republican	9.0	37.7	53.3	12.8	34.9	52.3	7.2	26.7	66.1
Independent	12.7	43.0	44.3	12.1	35.1	52.8	10.0	29.4	60.6
	N = 772			N = 766			N = 774		
	p < .05			p = ns			p = ns		
Voted in Last Election:									
Voted		NA		10.0	31.1	58.8		NA	
Did Not Vote				16.5	32.7	50.8			
				N = 585					
				p = ns					

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Evaluation of City Government:									
Excellent-Good	NA			13.7	36.5	49.8		NA	
Fair-Poor				8.0	29.3	62.7			
				N = 453					
				p < .01					
Evaluation of County Government:									
Excellent-Good	NA			10.2	34.1	55.7		NA	
Fair-Poor				11.9	33.5	54.6			
				N = 723					
				p = ns					
Evaluation of Legislature:									
Excellent-Good	NA			9.9	31.2	59.0		NA	
Fair-Poor				12.2	34.0	53.8			
				N = 711					
				p = ns					

* Chi-square significance level

TABLE 5

Test of Research Question 2

	TV Network News			Local TV News			Local Newspaper		
Days per Week	0	1-4	5-7	0	1-4	5-7	0	1-4	5-7
Counties Tiered:									
1st Tier (TV station in county)	9.9	39.5	50.6				10.3	25.1	64.7
2nd Tier (1 county from TV station)	12.1	37.5	50.4		NA		10.5	27.5	62.0
3rd Tier (2 counties from TV station)	12.0	35.3	52.8				11.1	30.6	58.4
	N = 786						N = 789		
	p = ns						p = ns		
Community Type:									
Rural area				12.9	36.0	51.1			
Small town				9.3	34.1	56.6			
Suburb	NA			8.7	35.2	56.1	NA		
City				14.9	29.2	56.0			
				N = 779					
				p = ns					

* Chi-square significance level

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